

Message Text

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC 4491

INFO AMCONSUL GUAYAQUIL

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FOR COMMERCE AND WASHINGTON ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: COMMERCIAL TASK FORCE MEETING, JANUARY 1975

REF: STATE 074812

1. FOLLOWING IS RESUME OF TOPICS DISCUSSED AT JANUARY 15 CTF MEETING.

2. COMATT REVIEWED COMMERCIAL DEVELOPMENTS OF PAST MONTH. MORE SIGNIFICANT EVENTS WERE SALE OF TWO LEAR JET 25B AIRCRAFT, AT US \$1.2 MILLION EACH, FOR PRESIDENTIAL USE; AND OPPORTUNITY FOR LARGE SALE OF ROAD-BUILDING EQUIPMENT TO PUBLIC WORKS MINISTRY. BY MEETING TIME, NO REPLY HAD BEEN RECEIVED TO EMBASSY'S URGENT REQUEST OF JAN 10 FOR CONFIRMATION OF EARLY VISIT BY FHWA OFFICIAL. ON NEGATIVE SIDE, ECUADOREAN ARMY REPORTEDLY DECIDED TO PURCHASE 20 FRENCH (AEREO-SPATIAL) HELICOPTERS AFTER FAILING IN TRY FOR INTERVIEW WITH BELL HELICOPTER REPS IN U.S. ALSO NO REPLY RECEIVED FROM EXIMBANK RE: SAN CARLOS SUGAR MILL FINANCING REQUEST.

3. GUAYAQUIL REPORTED STATUS OF MISSION ATTEMPT TO OBTAIN COMMERCE SPONSORSHIP OF US PAVILION AT GUAYAQUIL INT'L FAIR. TO DATE, SIXTY LOCAL U.S. DISTRIBUTORS HAD INDICATED INTEREST IN EXHIBITING IN US PAVILION.

4. CONSTRUCTION CATALOG EXHIBIT RESULTS WERE ANNOUNCED; 64 REGISTRATION FORMS WERE TURNED IN CONTAINING OVER 90 DIRECT SALES
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LEADS AND 78 EXPRESSIONS OF INTEREST IN BECOMING AGENTS/DISTRIBUTORS.

5. USIS REPORTED BUSINESS MANAGEMENT SEMINAR WILL BE TITLED QUOTE MANAGEMENT POLICIES FOR BUSINESS UNQUOTE. TO DATE, NO REPLY FROM USIA TO NOVEMBER REQUEST FOR TWO ACADEMIC SPEAKERS AND PETER DRUCKER FILM SERIES. ALSO CONSIDERING CATALOG AND BOOLD EXHIBIT ON COMPUTERS.

6. PROJECT OFFICERS REPORTED ON STATUS OF PREPARATIONS FOR US TRADE MISSION ON AGRICULTURAL/FOOD PROCESSING EQUIPMENT.

7. CCP ACTIONS: ALL ACTIONS REQUIRED TO DATE WERE COMPLETED: EXCEPT: BRIEF MARKET SURVEY ANALYSIS ON BUSINESS EQUIPMENT/SYSTEMS, DUE TO NEED FOR RECHANNELING RESOURCES TO HIGHER PRIORITIES.

8. CTF MEMBERS DISCUSSED POSSIBLE TRADE EVENTS AND PRODUCTS TO BE PROMOTED UNDER FY 76 AND 77 CCPS. DECISION TAKEN TO AWAIT RECEIPT OF ADL MARKET SURVEY PRIOR TO SUBMITTING FINAL RECOMMENDATIONS BUT THAT INTERIM REPORT WOULD BE FORWARDED.
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